



CITY OF GRAND RAPIDS Mural Artwork Proposal Form

GENERAL INFORMATION

Property Owner's Name: _____

Property Address: _____

Telephone Number: _____

Email Address: _____

INDICATE WHETHER THE PROPOSED ARTWORK WILL BE INSTALLED PERMANENTLY OR TEMPORARILY

_____ Permanent

_____ Temporary, if temporary, please indicate duration of installation

Installation Date: _____ De-installation Date: _____

INCLUDE A MAINTENANCE PLAN AND AN ACCOMPANYING PLAN TO FUND MAINTENANCE

All murals must be coated with a protective anti-graffiti coating which must be reapplied every 3-5 years.

Who will be responsible for applying the anti-graffiti coating? (Artist, building owner, organization, etc.)

What is the requested lifetime for the mural? (Subject to AAC review) _____

Contact information for regular inspection follow-up: _____

PLEASE SUBMIT THE FOLLOWING INFORMATION:

- A. Narrative of proposal including the concept, media, dimensions, timeframe for completion, site preparation requirements, method of installation, and estimated annual and perpetual maintenance costs.
- B. Photograph and map of the proposed sites
- C. Drawing of the proposed public artwork, or a color copy of the proposed artwork including any proposed text, border, and related items

PLEASE RESPOND ACCORDINGLY TO THE FOLLOWING QUESTIONS:

- a. Please describe the compatibility with the character and architectural style of the building and building façade. For example, murals shall not be permitted on: building facades with a substantial number of windows, ornate building facades, or facades made of shingles or shakes or other materials that create a non-flat surface. Murals on brick facades may be permitted.

- b. Please describe the compatibility with the character of the surrounding area, including consideration of whether murals have historically existed in the area.

- c. Please describe the details about maintenance, repainting or replacing the mural as weather conditions and aging affect its appearance.

PLEASE INITIAL THE FOLLOWING:

- a. The mural will not have an effect on traffic safety. For example, murals shall not create optical illusions or visual distortions.

- b. The mural does not include images of language that describe or depict, in a manner patently offensive as measured by contemporary community standards, sexually or excretory activities or organs (which include the female breast).

- c. An Objective observer could not reasonably interpret the mural as expressing:
- i. A commercial message – i.e. a message conveyed by an economically motivated speaker for the purpose of encouraging a commercial transaction. Depictions of the following items shall be presumed to be commercial in nature:
 - A corporate logo
 - An advertising slogan
 - A product or service offered by a business or non-profit entity
 - An easily recognizable product shape, design, etc.
 - An easily recognizable architectural feature associated with a business, non-profit entity, product, or service.
 - A person or character associated with a business or non-profit entity, product, or service.
- _____
- d. The mural design complies with any conditions imposed as part of site approval by the Planning Director of Planning Commission.
- _____
- e. As a condition of any permit, the artist, building owner, or other interested person agrees to coat the mural with a protective anti-graffiti coating, and to reapply such coating at least every 5 years.
- _____

As part of the application process, applicants are required to make a presentation of their proposal to the Art Advisory Committee.

Property Owner's Signature

Date

Please submit the completed form to City Manager's Arts Advisory Committee c/o Tom Almonte, Managing Director, City of Grand Rapids, Executive Office - 300 Monroe NW – Suite 660 - Grand Rapids MI 49503 or email it to talmonte@grcity.us.

The AAC will conduct a review of proposed artwork and forward a recommendation relative to the proposed artwork to the City Manager, Planning Department, and the applicant.

Reviewed by Staff:

Initial _____ Date _____